



CANADIAN RENTAL ASSOCIATION



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Canadian Rental Association **ONTARIO**

MemberUpdate

January 2009 • www.CRArental.org

A message from your president

Greetings CRA Ontario members,

I hope you all enjoyed a relaxing and festive Christmas and New Year's with family and friends!

Our November meeting at National Hose was well-received, even with the first snowfall of the season. Members were taken on a tour of the facility and shown the do's and don'ts of hose and fitting testing. Mike Stone told us the company's entrepreneurial success story, one that included considerable risk-taking, innovation and leadership in the hose and fitting industry. Presentations were made by Mike Stone and Julian Huby, with Dixon Bayco. The bar was sponsored by National Hose and the wine for dinner was by David Beach with Kanaflex Corp. Thank you all for a great evening!

CRA Ontario is doing well. Financially, we are in good shape, thanks primarily to the support of our suppliers. Organizationally, I am privileged to serve with a dynamic board and give credit to them! The board has some exciting things planned for the remainder of this season and beyond. Here is a glimpse. Stay tuned for more details!

Jan. 24, 2009 – London: Tabletop Show and Awards Banquet capping off with a comedy stage hypnotist as the entertainment

March 2-5, 2009 – Atlanta: The Rental Show

March 18, 2009 – Vaughan: A Next Generation evening of fun at Dave & Busters, an entertainment and food emporium. All are welcome!

April 15, 2009 –

Collingwood/Stayner: A party and equipment rental yard tour and meeting

September 2009 –

Trehaven: The 40th Annual CRA Ontario Golf Tournament

September 2009 –

Toronto: An evening cruise of the Toronto Islands that will provide an opportunity for our members to mingle with the CRA national board members, who are in town for an annual meeting

Oct. 21 and Nov. 18, 2009: Meeting dates open for hosting

The future success of CRA Ontario relies heavily on our ability to attract the Next Generation and get them involved. Please participate in our efforts to include our (your) Next Generation rental employees. Bring them along as we plan events and meetings. Your suggestions on how to welcome them to our association are encouraged!

I look forward to seeing you in London on Jan. 24, 2009, as we support our suppliers and association.



— Neil De Jong, president
CRA Ontario



Lloyd Smith, CSP
District Manager

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Don't miss this upcoming CRA Ontario event

**Jan. 24, 2009
CRA Ontario –
Tabletop Show and
Awards Banquet**

Location:

**Best Western,
Lamplighter Inn
591 Wellington Road
London, Ontario
519/681-7151
www.bestwestern.com**

A CRA Ontario block of rooms has been set aside at a rate of \$139/room/night for standard accommodation. Please make your own reservations.

Schedule of Events:

Noon to 4 p.m.

Tabletop show

5 to 6 p.m.

Cocktail and social hour

6 p.m.

Banquet dinner
CRA Ontario annual awards
Entertainment – comedy stage
hypnotist Hank Stone

Cost:

\$60 per person

To reserve a supplier table and/or make banquet reservations, please contact:
Shirley McCormick
Tel./Fax: 905/697-0380
e-mail: smc1smc2@gmail.com



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Register today!

CRA Ontario's Tabletop Show and Awards Banquet

**Saturday, Jan. 24, 2009
Lamplighter Inn • London, Ontario**

To reserve a supplier table and/or make banquet reservations, please contact Shirley McCormick at 905/697-0380 or smc1smc2@gmail.com.

Comedy stage hypnotist will be featured entertainment during Tabletop Show and Awards Banquet



When you attend the CRA Ontario's Tabletop Show and Awards Banquet Jan. 24, you and your fellow rental peers will experience a fun evening that highlights the power of the subconscious mind in a safe and comfortable environment, thanks to the power of hypnosis.

Hank Stone, a fully trained hypnotherapist as well as a comedy stage hypnotist, will be the featured entertainment for the evening. He'll take you on a wonderful journey of possibly driving a race car or skydiving, etc., as he makes you the star of the show. "I can't give too much away, although I can tell you that you will have the time of your life on stage or in the audience," he says.

You might have seen Stone during one of his appearances on the "Paul Anthony" TV show in Vancouver.

This will be a great evening that never oversteps the boundaries of good taste. For more information on the Tabletop Show and Awards Banquet, see the event column on the left.

List of Suppliers for the CRA Ontario's Tabletop Show and Awards Banquet

List as of Dec. 17, 2008

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Make informed decisions before extending credit

Knowing the creditworthiness of your customers is more important today than ever. To help you reduce your risk and make educated decisions before extending credit to your customers, take advantage of the CRA and ARA credit programs.

The Credit Industry Group of Canada (CIGC) offers you, through CRA, low-cost access to a database that contains thousands of Canadian credit accounts. CIGC's database allows you to immediately verify the creditworthiness of a new or existing account.

You also can receive a free three-month trial offer. Plus, CIGC offers you, as a CRA member, discounted fees on credit collection services.

For more information, call CRA at 800/486-9899. For an up-to-date list of collection rates and services available, call CIGC at 866/592-3955.

As an added-value resource, you have access to ARA's Credit Report Service as well. ARA's program offers you one consolidated Canadian report, which provides you a single credit risk score and key factors influencing that score.

Save \$5 off this report when you order it in January, thanks to ARA's Product of the Month promotion.

For more information on this report, call 800/334-2177, ext. 244.

Don't delay. Let CRA and ARA help you.

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ARA Foundation launches the new International Exchange Program

The ARA Foundation, in partnership with The Global Rental Alliance, has launched the new International Exchange Program, which allows young rental professionals the opportunity to live and work in another country so they can learn more about the rental industry internationally. The ARA Foundation facilitates the exchange program on behalf of The Global Rental Alliance.



Peter Maginnis is discovering how rental works in Australia, thanks to his participation in the International Exchange Program

The idea for the exchange program developed out of a conversation that Andy Kennard and Peter Lancken of Kennards Hire P/L in Sydney, Australia, had with former ARA Chairman of the Board/ARA Foundation Trustee Carl Newman about friendships they've formed with ARA members over the years. Kennard and Lancken donated \$10,000 to the Foundation on behalf of Kennards in 2007 to help create the exchange program.

In November, Peter Maginnis, with American Rentals of South Gate, Calif., who serves on ARA's Next Generation of Rental Owners Task Force, became the first participant in the program. Since his arrival in Australia, Maginnis has been learning the day-to-day operations of the rental business at Kennards and has been keeping a blog of his experiences. To access the blog, go to The Global Rental Alliance Web site at www.GlobalRentalAlliance.com and select International Exchange Program. It will give you a good sense of how rental is done in Australia.

Maginnis also will be presenting a program on his trip during the Welcome Breakfast at **The Rental Show** in March in Atlanta. Be sure to attend the Show to learn more about his Australian adventures, which will come to a close at the end of January.

For more information on this program, contact Jennifer Venema, ARA Foundation director of development/association programs manager, at 800/334-2177, ext. 236, or jennifer.venema@arental.org.



Host a meeting

If you are interested in hosting an upcoming CRA meeting, please contact James Morden at 705/435-3844 or jamesmorden@rentshopinc.com. You must be a member or associate member. If he is not available, please contact any member of the board.

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Contribute to your CRA Ontario newsletter

The goal of this newsletter is to provide you with the latest updates from your provincial association as well as to share news and success stories about members.

If you have a story to share, please write a quick item and e-mail it to Mike Maltby at mike@ingersollrental.ca.